



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/08 thru 12/14

(prices in dollars per carton)

Fri. Dec 08, 2006

SHELL EGG NATIONAL SUMMARY														
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		36.4% of 17,000 stores				21.7% of 17,000 stores				28.0% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA													
	White 12 pack				280	1.01			240	0.95			1,030	1.46
	White 18 pack				160	1.83			910	1.61			820	1.21
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		70	1.36	630	0.98	60	1.00	650	0.89	40	0.79	440	0.80
	White 18 pack				1,070	1.50			550	1.36			560	0.99
	Brown 12 pack				10	0.77						160	1.67	
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				30	3.99			260	2.65			380	3.76
	OMEGA-3													
	White 12 pack				880	2.00	190	2.25	320	2.12	110	1.99	930	2.39
	Brown 12 pack		210	2.50	330	2.32			250	2.27	390	2.20	600	2.26
	CAGE-FREE													
	White 12 pack				250	2.00			10	1.99				
	Brown 12 pack		60	2.50	1,080	2.08			620	2.49	310	2.25	1,710	2.29

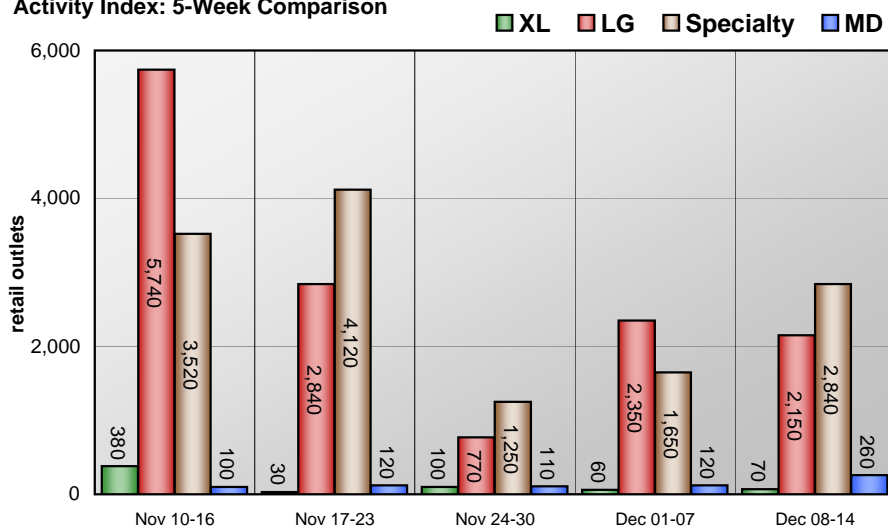
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,220	2,410	3,050	Large Eggs on Dec-04-2006 611.5 up 33%
Specialty	2,840	1,650	4,430	
Total (includes MD)	5,320	4,180	7,560	
Special Rate 4/:	18.7%	4.4%	8.0%	

5/: 1,000's of 30-doz cases

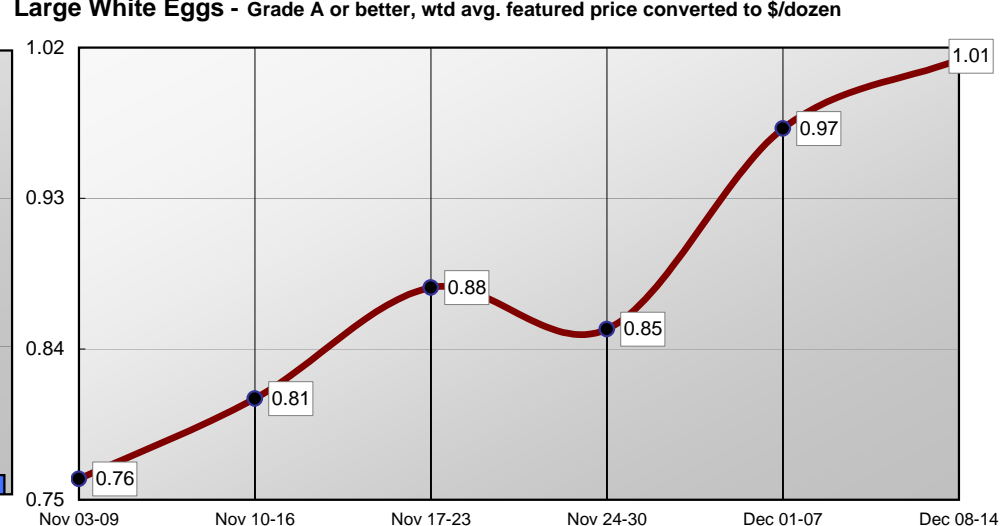
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity of regular shell egg is slightly lower than last week and considerably less than the same week a year ago. Large white Grade A 18 pack eggs increased in volume and in average price. An increase in "free with purchase" and "Buy one, Get one free" on Large white 18 packs is noteworthy this period. Specialty shell egg features continued upward. Cage Free brown eggs are up sharply compared to a week ago and claimed top spot in the specialty egg sector. Omega-3 eggs maintained a steady pace, however USDA Organic brown egg ads are extremely hard to find. Overall feature activity on Egg Products is higher and is featured more than regular shell eggs this ad cycle. There is a sizeable increase in promotions of 3-4 cups with the support of some major chains. Seasonal Egg Nog promotional activity increased 37% over last week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		50.8% of 3,900 sampled outlets						24.0% of 4,700 sampled outlets						35.8% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,140 (includes Medium)						Activity Index = 880 (includes Medium)						Activity Index = 650 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99				0.99	30	0.99				1.00	40	1.00
	White 18 pack																1.88	10	1.88
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.98 - 1.59	50	1.53	0.50 - 1.50	390	1.00	0.98	10	0.98	1.00	90	1.00	0.88	10	0.88	0.48 - 1.09	130	0.91
	White 18 pack				1.50 - 2.00	580	1.62				0.99 - 1.50	130	1.02				0.99 - 1.50	60	1.46
	Brown 12 pack				0.77	10	0.77												
	MEDIUM	White 12 pack						White 12 pack			0.72	80	0.72	White 12 pack			0.72	10	0.72
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	30	3.99												
	OMEGA-3																		
	White 12 pack				1.99 - 2.04	590	2.01				1.99 - 2.00	50	2.00				1.99	70	1.99
	Brown 12 pack	2.50	140	2.50	2.50	140	2.50	2.50	70	2.50	2.50	70	2.50				2.00	120	2.00
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.50	60	2.50	2.50	140	2.50				2.00 - 2.50	350	2.10				1.97 - 1.99	200	1.97
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		34.6% of 2,700 sampled outlets						38.1% of 1,900 sampled outlets						42.1% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,070 (includes Medium)						Activity Index = 300 (includes Medium)						Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99	90	0.99				0.99	40	0.99				0.68 - 1.29	70	1.06
	White 18 pack										1.88	130	1.88				1.50	20	1.50
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.80 - 0.89	90	0.83	White 12 pack						White 12 pack			1.00	80	1.00
USDA GRADE A	White 12 pack				1.00	20	1.00												
	White 18 pack				1.50	300	1.50												
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.00	120	2.00				2.00	40	2.00				2.00	10	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.00	200	2.00				2.00	40	2.00				2.00	10	2.00
	Brown 12 pack				1.97 - 2.00	250	2.00				1.99 - 2.00	50	2.00				1.89 - 2.00	90	1.90

Note: See page 1 for explanatory notes.



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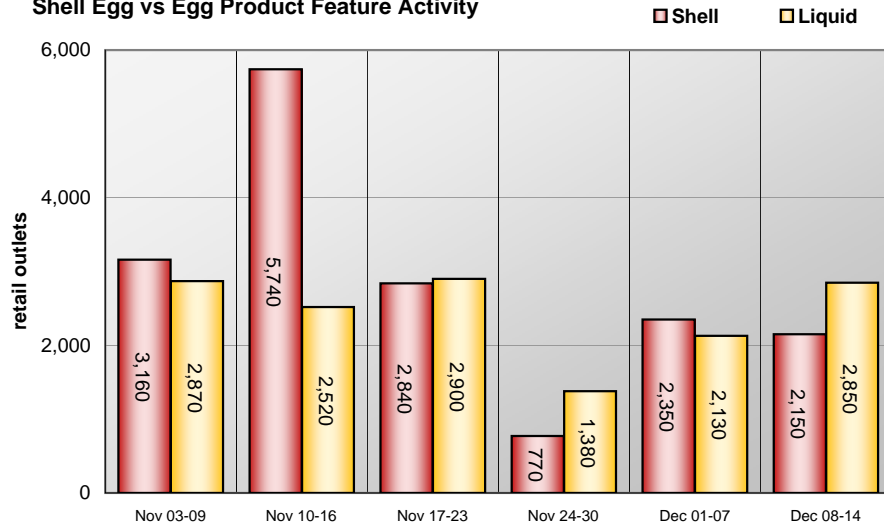
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.6%	12.3%	47.9% of 3,900 sampled	2.7% of 4,700 sampled	11.1% of 2,800 sampled	0.0% of 2,700 sampled	0.0% of 1,900 sampled	2.4% of 1,000 sampled
2/ Activity Index	2,850	2,130	Activity Index = 1,970	Activity Index = 130	Activity Index = 690	Activity Index = 40	Activity Index = 0	Activity Index = 20
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	1,740 2.34	1,450 2.42	1.99 - 2.99 1,360 2.40	2.00 - 2.67 60 2.48	1.88 - 2.50 300 2.10			1.25 20 1.25
32 oz. carton	90 3.99	500 4.51	3.99 90 3.99					
3 - 4 oz. cups	1,020 1.95	180 1.52	2.00 520 2.00	2.00 70 2.00	1.77 - 2.00 390 1.89	1.77 40 1.77		
2 - 8 oz. cups								

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

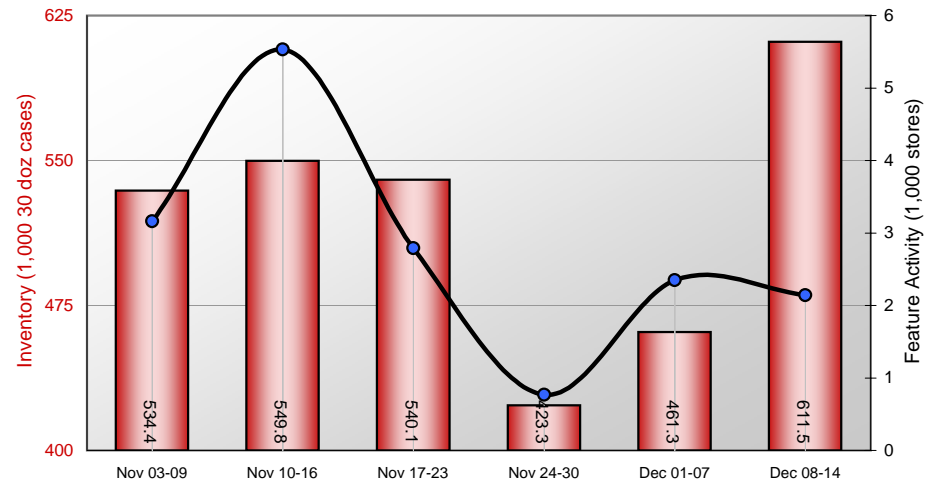
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	THIS WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	40.9%	28.9%	62.9% of 3,900 sampled	14.3% of 4,700 sampled	31.7% of 2,800 sampled	45.4% of 2,700 sampled	62.2% of 1,900 sampled	51.3% of 1,000 sampled
2/ Activity Index	8,560	5,380	Activity Index = 3,730	Activity Index = 810	Activity Index = 930	Activity Index = 1,340	Activity Index = 1,230	Activity Index = 520
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	4,380 2.27	1,460 2.33	1.50 - 2.99 1,610 2.29	1.79 - 3.49 110 2.26	1.00 - 3.49 410 2.65	0.79 - 3.00 570 2.18	1.49 - 2.50 1,200 2.04	0.99 - 3.29 480 2.56
64 ounce	4,180 3.35	3,920 2.71	2.99 - 3.99 2,120 3.82	2.50 - 3.99 700 3.17	1.98 - 3.99 520 2.71	1.99 - 3.00 770 2.72	2.99 - 3.99 30 3.35	1.99 - 2.50 40 2.32

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.